

A method and apparatus for flow treatment and flow mapping of a broadcast/multicast service is disclosed. A base station provides flow treatment and mapping data to a packet data serving node during the establishment of a user traffic channel. The flow treatment and mapping data includes an IP multicast address and a service option parameter. A content server sends a broadcast packet flow to the packet data serving node via an IP network. Header compression for the packet flow is determined from the service option parameter. The packet flow is mapped to the appropriate user traffic channel using the IP multicast address.